

ceutical firms hold potential for R&D investment, through the development of joint ventures and collaborative research and product development opportunities with Canadian firms. The Post also maintains active corporate liaison, company and R&D facility outreach programs.

MIDWEST CORRIDOR

CHICAGO

(Illinois, Wisconsin, Missouri, and 5 counties in Indiana)

While the Consulate General in Chicago is responsible for a region with a land mass about half the size of Ontario, its population stands at 22 million. The region's location in the manufacturing Heartland of America has undergone a dramatic turnaround in the last 10 years, fuelled by corporate downsizing and aggressive marketing. Chicago stands at the heart of the Growth Belt, a centre of professional services and advanced manufacturing technology. The region's political and economic importance, and extensive trade, investment and tourism flows make it particularly relevant to Canada. Last year, the region was responsible for nearly 1 million visits to Canada and for an estimated C\$800 million additional tourism revenue to the Canadian economy. Two-way trade with Canada reached C\$37 billion in 1996, making the Midwest one of the largest world markets for Canadian products. Future sales opportunities for Canada are significant: annual purchasing requirements for 22,000 manufacturing firms in Illinois alone exceed US\$125 billion; one third of the U.S. GNP is produced within 300 miles of Chicago. The Post's territory is headquarters to 61 *Fortune 500* firms, many of which have substantial trade/investment potential. It is also an important financial centre: home to the Chicago Mercantile Exchange, the Chicago Board of Trade, major venture capital companies, international banks and site selection firms.

The *Business Development Program* delivers a wide range of services to clients on both sides of the border, including market intelligence/information (MI/I), business advocacy, and targeted partnering. Priority sectors include advanced manufacturing; information technology; agriculture/food products; environmental products and services; medical and health care; consumer products and transportation. Considerable emphasis is placed on assisting and developing new Canadian exporters. Promoting strategic alliances is a key component of the investment development program. By working with partner organizations on both sides of the bor-

der, the Post's Strategic Alliance Centre facilitates strategic partnering/alliances between Canadian and U.S. firms. The Post operates an active corporate liaison and company outreach program aimed at promoting greenfield investment and expansion in Canada by major U.S. corporations. Outreach activities also include firms such as site selectors, relocation experts, investment bankers and venture capitalists.

DALLAS

(Texas, Oklahoma, Arkansas, Louisiana, Kansas and New Mexico)

The territory of the Consulate General in Dallas encompasses a fast growing market of almost 36 million people. Texas surpasses New York as the second most populous state, with Dallas/Fort Worth being one of the fastest growing urban regions in the U.S. Since 1988, more than 300 companies, including Exxon, J.C. Penney, Quaker State, Blockbuster, Union Pacific, GTE and Pizza Hut have moved their HQs to the region, which is now home to 48 of the *Fortune 500* companies. In 1996, bilateral trade with the region reached C\$24 billion and exceeds trade with the U.K., France and Germany combined. From cotton and cattle to oil and gas, the region enjoys a strong economic base. It contains the world's largest concentration of oil, natural gas and pipeline companies and is the primary natural gas production region of the U.S. The region has important military installations; prosperous world-class high-tech industries in the information technology, lifesciences and aerospace sectors; internationally renowned medical institutions and highprofile R&D capacities clustered in the Dallas/Austin/Forth Worth, Houston/San Antonio and Richardson/Plano corridors.

The *Business Development Program* provides support to Canadian SMEs, through trade fairs and missions, as well as corporate liaison and company outreach activities aimed at encouraging technology and investment flows and new job creation in Canada. The program focuses on promotion of advanced technologies and newly emerging services in industrial sectors such as information technology, advanced manufacturing, environmental industries, biotechnology, medical and health care products. As well, the Post emphasizes market intelligence gathering and reporting for Canadian industry, the development of marketing strategies to capitalize on NAFTA, and the sale and acquisition of new technology through strategic partnerships.